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# THE UNITED STATES OF AMERICA

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APPLICATION THAT MET THE REQUIREMENTS TO BE GRANTED A  
FILING DATE.

APPLICATION NUMBER: 60/369,709

FILING DATE: April 03, 2002

RELATED PCT APPLICATION NUMBER: PCT/US03/10381

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Attorney Docket No. P35032  
Express Mail Label No. EU206387190US

JC996 U.S. PTO  
60/369709



04/03/02

**PROVISIONAL APPLICATION FOR PATENT COVER SHEET**  
This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53(c).

INVENTOR(S)					
Given Name (first and middle (if any))		Family Name or Surname		Residence (City and either State or Foreign Country)	
Seth		Houston		Pennsylvania	
<input checked="" type="checkbox"/> Additional inventors are being named on the ___ separately numbered sheets attached hereto					
TITLE OF THE INVENTION (280 characters max)					
METHOD OF REPORTING AND DELIVERING PHARMACEUTICAL MARKET RESEARCH DATA					
Direct all correspondence to: CORRESPONDENCE ADDRESS					
<input checked="" type="checkbox"/> Customer Number		21003		Place Customer Number Bar Code Label here	
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Address					
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Country		Telephone		Fax	
ENCLOSED APPLICATION PARTS (check all that apply)					
<input checked="" type="checkbox"/> Specification Number of Pages		7		<input type="checkbox"/> CD(s), Number	
<input checked="" type="checkbox"/> Drawing(s) Number of Sheets		1		<input type="checkbox"/> Other (specify)	
<input type="checkbox"/> Application Data Sheet. See 37 CFR 1.76					
METHOD OF PAYMENT OF FILING FEES FOR THIS PROVISIONAL APPLICATION FOR PATENT					
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27.				FILING FEE AMOUNT (\$)	
<input checked="" type="checkbox"/> A check or money order is enclosed to cover the filing fees				160	
<input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge filing fees or credit any overpayment to Deposit Account Number:		02-4377			
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.					
<input checked="" type="checkbox"/> No.					
<input type="checkbox"/> Yes, the name of the U.S. Government agency and the Government contract number are: _____					

Respectfully submitted,

SIGNATURE \_\_\_\_\_

TYPED or PRINTED NAME Paul A. Ragusa

TELEPHONE (212) 408-2588

Date: April 3, 2002

REGISTRATION NO.  
(if appropriate)  
Docket Number:

38,587

P35032

**USE ONLY FOR FILING A PROVISIONAL APPLICATION FOR PATENT**



# FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT (\$ 160

## Complete if Known

Application Number  
Filing Date April 3, 2002  
First Named Inventor Seth Houston  
Examiner Name  
Group Art Unit  
Attorney Docket No. P35032

## METHOD OF PAYMENT

1. ☒ The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:
- Deposit Account Number 02-4377
- Deposit Account Name Baker Botts LLP
- ☒ Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17
- ☐ Applicant claims small entity status. See 37 CFR 1.27
2. ☒ Payment Enclosed:
- ☒ Check ☐ Credit card ☐ Money Order ☐ Other

## FEE CALCULATION

### 1. BASIC FILING FEE

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
740	370	Utility filing fee	
330	165	Design filing fee	
510	255	Plant filing fee	
740	370	Reissue filing fee	
160	80	Provisional filing fee	160

SUBTOTAL (1) (\$ 160

### 2. EXTRA CLAIM FEES

Total Claims	Extra Claims	Fee from below	Fee Paid
20**	0	0	0
Independent Claims	3**	0	0
Multiple Dependent			

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description
18	9	Claims in excess of 20
84	42	Independent claims in excess of 3
280	140	Multiple dependent claim, if not paid
84	42	** Reissue independent claims over original patent
18	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 0

\*\*or number previously paid, if greater; For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
130	65	Surcharge - late filing fee or oath	
50	25	Surcharge - late provisional filing fee or cover sheet	
130	130	Non-English specification	
2,520	2,520	For filing a request for <i>ex parte</i> reexamination	
920*	920*	Requesting publication of SIR prior to Examiner action	
1,840*	1,840*	Requesting publication of SIR after Examiner action	
110	55	Extension for reply within first month	
400	200	Extension for reply within second month	
920	460	Extension for reply within third month	
1,440	720	Extension for reply within fourth month	
1,960	980	Extension for reply within fifth month	
320	160	Notice of Appeal	
320	160	Filing a brief in support of an appeal	
280	140	Request for oral hearing	
1,510	1,510	Petition to institute a public use proceeding	
110	55	Petition to revive - unavoidable	
1,280	640	Petition to revive - unintentional	
1,280	640	Utility issue fee (or reissue)	
460	230	Design issue fee	
620	310	Plant issue fee	
130	130	Petitions to the Commissioner	
50	50	Processing fee under 37 CFR 1.17(q)	
180	180	Submission of Information Disclosure Stmt	
40	40	Recording each patent assignment per property (times number of properties)	
740	370	Filing a submission after final rejection (37 CFR § 1.129(a))	
740	370	For each additional invention to be examined (37 CFR § 1.129(b))	
740	370	Request for Continued Examination (RCE)	
900	900	Request for expedited examination of a design application	

Other fee (specify)

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 0

## SUBMITTED BY

Name (Print/Type) Paul A. Ragusa Registration No. 38,587 Telephone (212) 408-2588

Signature Date April 3, 2002

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BAKER BOTTS L.L.P.

30 ROCKEFELLER PLAZA

NEW YORK, NEW YORK 10112

TO ALL WHOM IT MAY CONCERN:

Be it known that WE, Seth Houston, Fred Figg and Domenic Bonanni, citizens of the United States, residing in Pennsylvania have invented an improvement in:

**METHOD OF REPORTING AND DELIVERING PHARMACEUTICAL MARKET  
RESEARCH-DATA**

of which the following is a

**SPECIFICATION**

**Summary and Objects of the Invention**

It is therefore an object of the present invention to provide a system that supplies a question and answer format and presents the answers to specific business questions asked by the pharmaceutical marketing individual over the internet. Another object of the present invention is to provide a system that allows new business questions to be added without redeveloping the entire application. Another object of the present invention is to integrate many different audits and therefore providing answers to complex business questions. Still another object of the present invention is to provide a system that integrates service and support into the product design. Another object of the present invention is a method for providing estimates with confidence intervals for daily prescription activity. Another object of the present invention is a method for providing forecasting for weekly and monthly prescription activity. And yet another object of the present invention is to provide a system which is built around an e-business

framework so that central customer records, client management and incident management are part of the market research suite of applications.

In one exemplary embodiment of the present invention, a system is provided that provides answers to pharmaceutical marketing business questions selected by a user in a question and answer format. The system utilizes an e-business framework in order to manage the user session, track usage, manage permissions and access different applications which are active in the system. Furthermore, the e-business framework allows for client management through service and support features that directly access the specific question and question parameters, and allows the user to view the progress of specific incidents on-line. The system also provides for an iterative development approach where a client's pharmaceutical market research business questions can be incorporated into the question and answer format for viewing.

### **Brief Description of the Drawings**

For a more complete understanding of the present invention and its advantages, reference is now made to the following description, taken in conjunction with the accompanying drawings, in which:

Figure 1 shows a logical view of the Marketing Effectiveness Suite according to an exemplary embodiment of the present invention.

### **Detailed Description of the Invention**

Figure 1 illustrates the logical view of a Marketing Effectiveness Suite 100. The Marketing Effectiveness Suite 100 allows a customer to track the performance of individual products or a group of products through a standardized customer interface 102. The customer

logs onto an internet site using a remote terminal 104 and a username-password combination.

Once the user logs onto the internet site, the user may ask a question, selected from a customized group of questions, which is answered based on audit data pertaining to individual products.

Audit data is collected from sources such as National Journal Audit, Direct to Consumer, Hospital and Doctor Integrated Services, National Disease and Therapeutic Index, Chemical Audit, Daily Rx, Midas, Write Decision, and the like. The audit data reflects various aspects of individual products, including amount of prescriptions filled for a drug product, number of times prescribed for a drug product, and the like. The audit data is stored on a mainframe computer, such as an International Business Machines (hereinafter "IBM") mainframe, 106 in audit specific mainframe data sets which are stored in a database program, such as IBM D-Base, a database program available from IBM Corporation, 1133 Westchester Avenue, White Plains, New York 10604. The audit specific mainframe data sets are stored in a hierarchical/flat file format. The audit specific mainframe data sets are downloaded to a relational data warehouse 108 at regular intervals.

The relational data warehouse 108 is a server running an operating system, such as a UNIX operating system. The relational data is stored in a database program, such as an Oracle v9i database, available from Oracle Corporation, 500 Oracle Parkway, Redwood Shores, CA 94065. This database may also be called the market research relational database 110 (hereinafter "MRR"). The MRR 110 provides market definition data, performance tracking data, competitive intelligence data, and market assessment data to a data layer 120.

The data layer 120 provides all information to a data access layer 140 and a framework layer 150. The data layer 120 contains SQL databases which contain information which is necessary for the framework layer 150 to prepare presentations to be presented to the



customer. The data layer 120 includes a security database 122 containing security information, a service type database 124 containing service type information, a log database 126 containing log information, a question database 128 containing question information, a market definition database 130 containing market definition information, a performance tracking database 132 containing performance tracking information, a competitive intelligence database 134 containing competitive intelligence information, and a market assessment database 136 containing market assessment information. The data layer 120 provides information to the data access layer 140 and the framework layer 150 in response to SQL queries provided to individual databases by applications running in the data access layer 140 and the framework layer 150.

The data access layer 140 includes a business intelligence management tool 142 that manages queries issued by a question and answer framework application 152 and, upon receipt of data from the data layer 120, formats a report. The business intelligence management tool 142, such as that available from MicroStrategy, 1861 International Drive, McLean, VA 22102, may receive a query from the question and answer framework application 152. The business intelligence management tool 142 parses the query issued by the question and answer framework application 152 and issues the appropriate SQL queries to one or more appropriate databases 130, 132, 134, 136 in the data layer 120. For example, in a first example if a particular query received by the business intelligence management tool 142 requires performance tracking information, the business intelligence management tool 142 issues an appropriate query to the performance tracking database 132. The SQL databases 130, 132, 134, 136 return data sets to an appropriate application in the framework layer 150.

The framework layer 150 includes a group of applications which provide an interface between the standard customer interface 102 and the data warehousing systems. The

group of applications include a security application 154, a service type application 156, an online framework application 158, the question and answer framework application 152, a market definition product grouping application 164, a performance tracking application 160, a competitive intelligence application 166 and a market assessment application 162. The market definition product grouping application 164, the performance tracking application 160, the competitive intelligence application 166 and the market assessment application 162 work with the business intelligence management tool 142 and the SQL databases 130, 132, 134, 136 to create the report. For example, in the first example, the query sent by the business intelligence management tool 142 causes the performance tracking database 132 to generate a data set, which is then sent to the performance tracking application, and the business intelligence management tool 142 and the performance tracking database 132 generate the report. The report is displayed in the standard customer interface 102. The online framework application 158 creates the standard customer interface, which is a web page. The standard customer interface includes a login screen and an question and answer screen.

Initially, a customer navigates to the login screen of the standard customer interface 102, typically by providing a particular universal resource locator to a web browser. Once there, the customer must provide a username-password combination. This information is sent to the online framework application 158, which forwards the username and password to the security application 154. The security application 154 may be one such as Netegrity SiteMinder, which is available from Netegrity, 52 Second Ave, Waltham, MA 02451. The security application 154 includes a username-password database, which contains a list of valid username-password combinations. The security application 154 receives the username-password combination from the online framework application and searches for a match in the username-

password database. If a match is found, a successful message is passed back to the online framework application 158. If no such match is found, a failed message is passed back to the online framework application 158. If the online framework application 158 receives a failed message from the security application, the online framework application 158 denies further access to the customer who is attempting to log into the system.

Once the online framework application 158 receives the successful message from the security application 154, the online framework application 158 transmits the username-password combination supplied by the customer to the service type application 156. The service type application 156 may be any one of many customer relationship management software tools commercially available with functionality similar to Onyx CRM, which is available from Onyx Software, 3180 139th Ave SE, Suite 500, Bellevue, WA 98005-4091. The service type application 156 provides information about the customer's level of service to the online framework application 158. The online framework application 158 in turn supplies the customer's level of service to the question and answer framework application 152.

The question and answer framework application 152 forms an SQL query based on the customer's level of service, and transmits this query to the question database 128. In response to this query, the question database 128 provides a set of questions that the customer who initially provided the username-password combination is entitled to ask.

The online framework application 158 then changes the web page being presented to the customer from the login screen to the question and answer screen. Once the screen is updated, the question and answer framework application 152 updates the question and answer screen with the set of questions provided to the question and answer framework application 152.

The customer is may choose any question from the set of questions presented in a question portion of the question and answer screen. Once the question is selected, the customer clicks on a submit button and the question and answer framework application 152 forwards the selected question to the business intelligence management tool 142.

The business intelligence management tool 142 translates the selected question into one or more SQL queries. The business intelligence management tool 142 then issues these one or more SQL queries to the appropriate database in the data layer, which then returns data to the appropriate application 160, 162, 164, 166. The business intelligence management tool 142 in conjunction with the market definition product grouping application 164, the performance tracking application 160, the competitive intelligence application 166, and the market assessment application 162 formulate a report which is provided to an answer portion of the question and answer screen of the standardized customer interface 102.



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